

General Plan Program Technical Advisory Committee

Minutes of Meeting #3 – August 4, 2003

The Technical Advisory Committee (TAC) for the General Plan program held its third meeting on Monday, August 4, 2003 at 2:00 P.M. on the 5th floor of City Hall, in the large conference room. Attendees were as follows:

TAC Members

Tom Boyd, City of Riverside Public Works
Fran Dunajski, City of Riverside Public Works
Conrad Guzkowski, Development Director
Kathy Gonzales, City Attorney's Office
Mike McCoy for Anne Palatino, RTA
Naty Kopenhaver, RCTC
Dr. Cliff Trafzer, UCR
Jerry Jolliffe for Ron Goldman, Riverside County TLMA
Sena Wijesinha for Ed Studor, Riverside County TLMA
Don Hull, Code Compliance
Kim Peter, City of Riverside Information Systems
Ted Cronin, City of Riverside Information Systems
Kristin Tillquist, Chief of Staff to the Mayor
Eva Yakutis-McNiel, Office of Neighborhoods
Lt. James Cannon, Police Department
Tranda Drumwright, Housing & Community Development Manager

City Staff

Ken Gutierrez, Planning Director
Craig Aaron, Principal Planner
Diane Jenkins, Senior Planner
Patricia Brenes, Associate Planner

Consultant Team

Laura Stetson, Cotton/Bridges/Associates
John Cook, Cotton/Bridges/Associates
Brian Boecking, Cotton/Bridges/Associates
Sam Gennawey, Moore Iacofano Goltsman
Jean D'Agostino, The Arroyo Group

Opening Remarks

Ken Gutierrez opened the meeting by explaining the purpose of the September 13th Citizens' Congress. Mr. Gutierrez discussed the Visioning process that took place before the General Plan Update process began and related the connection between the community involvement that will take place with the General Plan Update to the Visioning process's focus on community groups. He also stated the need for the TAC's input for better involvement by the community with the Citizens' Congress.

Discussion

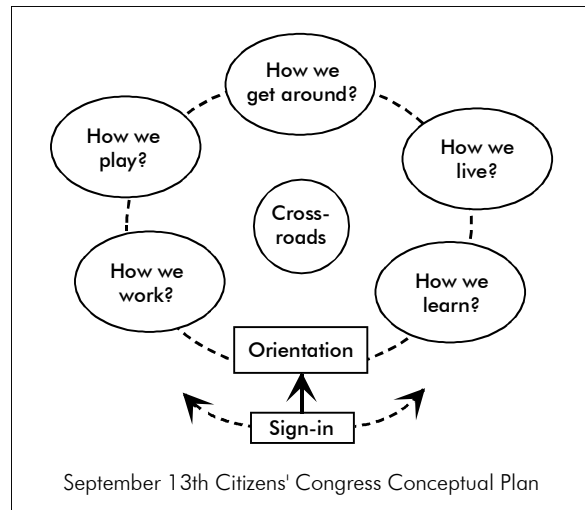
Laura Stetson stated the purpose of this TAC meeting was to solicit input from committee members for content material to be presented at the Citizens' Congress. Ms. Stetson also expressed the strong need for City/County staff to participate at the congress.

Citizens' Congress Format

Sam Gennawey stated that the theme of the Citizens' Congress presents the General Plan Update process as an action-oriented reinventing of Riverside. Mr. Gennawey went on to describe the format of the Citizens' Congress. He stated that the congress is to take place from 10:00 am to 1:00 pm on Saturday, September 13th at the gymnasium of Cal Baptist University. He described it as an open-house format with food and activities for kids to encourage a larger level of community attraction and participation.

Mr. Gennawey described the conceptual plan for the Citizens' Congress using five vision ideas utilized in the Visioning process. He stated that these five ideas would each be represented with a station. These ideas presented as questions ask the audience member to provide input as to:

- How we work
- How we play
- How we get around
- How we live
- How we learn



Mr. Gennawey stated that these stations will present concrete ideas that will solicit response. He also stated that the audience member has responsibilities which require them to provide focused input.

Mr. Gennawey described other important areas for the congress's conceptual plan. He explained that the participants will begin at the sign-in table where they register and are given handout information for the various stations. Participants are then encouraged to continue onto the Orientation area where they will be given an approximate 5-minute presentation and introduction to Congress. If participants choose not to go through the orientation, Mr. Gennawey explained that they can go straight to any of the stations. An additional station in the center of the room, called the Crossroads, will provide an area for participants to provide general comments and ask questions.

The TAC committee members discussed the various activities to occur at the stations. For the “How We Learn” station, it was mentioned that school districts, as well as the college and universities, should be invited to participate with this station. It was also mentioned that Riverside Unified School District produces an annual report called the Community Report Card that could be available to participants.

For the “How We Get Around” station, the Committee asked if regional transit issues would be presented. It was stated that questions asking “What is preventing you from using transit?”, “What destination would you want to go to?”, and “Where are you coming from?” could be presented to address regional transit issues as well as having RTA and RCTC present at the workshop.

For the Crossroads area, it was suggested to include involvement by City Council members. It was recommended that Council members could listen and rotate around the stations. There was a concern by City staff that the Council members be adequately separated at all times so that a quorum could not be achieved. It was stated that the City Attorney will be present at the workshop and could oversee that a quorum would not occur. It was also stated that Council members could assist with calling constituents who can rally within the various wards to advertise the event.

The Committee discussed ways in which the event will be publicized. The consultant team explained that the Citizen’s Congress would be publicized on the General Plan Update homepage on the City’s website. It was stated that the primary source of publicity for the event, as well as the Update process, will be the City’s newsletter that is mailed to all Riverside properties. The next newsletter will arrive in homes a week before the event. In addition, City staff stated that a full-color insert will in the *Press Enterprise*, with a circulation of 34,000, 7 to 10 days before the event. A poster/flyer advertising the event could be mailed to the various community groups involved with City departments, as well as to the focus groups created in the General Plan Update process. It was also stated that using the mailing list for the Mayor’s Night Out annual event would be a good way to publicize to the various community groups and constituencies.

Other ideas to increase attendance and participation of the event include a raffle giveaway, such as the Neighborhood Bingo Card, used by the Office of Neighborhoods with similar events. To be eligible for the raffle, individuals would be required to participate at all five stations before they could be entered to win the prize.

Following the TAC discussion, the consultant team stressed again the strong need for staff involvement with the Citizen’s Congress, since they are the experts. The consultant team asked TAC members to call the Planning Staff within the next few days with any major questions, provide staff with suggestions by Friday, the 8th, and talk to Diane Jenkins within the next ten days if their representative department, agency or institution would like to provide a booth at the event.

Minutes of the July 7, 2003 TAC Meeting

Do to time constraints, the minutes from the July 7th meeting were not reviewed at the TAC meeting.

Adjournment

Ms. Stetson stated that the next TAC meeting would be held on **Monday, September 8** and the agenda would be forthcoming.